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**A CELEBRATION OF 20 YEARS OF EUROPEAN FUNDS IN WESTERN SCOTLAND**

<b>Project Title</b>	Growing Tourism in Ayrshire - 4A.2/N/SY/5/102830
<b>Project Sponsor</b>	Ayr College

**Project Aims and Objectives**

This Growing Tourism in Ayrshire project aimed to provide customised training and support to 80 employees of Glasgow-Prestwick International Airport (GPIA) and 90 employees of 40 small and medium sized businesses (SMEs) in the travel and tourism related industries.

The training delivered a wide range of courses including core skills, language skills in French, German and Spanish, customer care, ICT business applications, team working, problem solving, management and technical skills training, leading to a recognised full or part qualification where appropriate. The range of qualifications available included SQA modules in languages, SVQ Customer Service Level II & III, Certificate in First Line Management, HNC in Marketing, ECDL, Advanced ECDL and Welcome Host (one day course) as well as customised training identified by GPIA and the participating SMEs.

Delivery methods ranged from traditional class-based learning through to on-line learning, specialised courses, seminars and workshops all directly addressing the management and skills needs identified in the individual employees' development plans. As beneficiaries were all in employment, they were able to choose from day release, weekend, evening, combination day release/twilight/Saturday attendance, and open learning. Training was delivered in the ERDF-supported IT Business and Design Centre for SMEs and in Ayr College's Girvan and Cumnock campuses.

The project enabled 90 trainees from 40 SMEs and 80 employees from one major employer in the Ayrshire area to work towards both low and high level core and vocational skills. Based on experience of implementing previous similar projects, approximately 75% of the trainees were expected to complete their course and achieve a full or part qualification at SVQ level 2, 3 or 4.

**Finance**

<b>Funding Partners</b>	Glasgow Prestwick International Airport and Ayr College
<b>Total Eligible Costs</b>	£98,150
<b>Total Grant</b>	£44,167
<b>Priority/Measure</b>	Objective 3 Programme 2000-06 - Measure 4A.2: Raising skill levels across the workforce. This measure aimed to improve company competitiveness and enable individuals to secure employment by increasing skills across the workforce.

**Project Outcomes**

The project was very successful and exceed targets for individuals gaining qualifications:  
 104 beneficiaries achieved a Part Level 2 against a target of 100  
 73 beneficiaries achieved a Part Level 3 against a target of 30.

Almost 200 individuals from 81 Ayrshire businesses received training through the projects, with 183 gaining a qualification.